

## 75 Per Cent of World's Rubber Goes Into Tires

### Industry in This Country Takes 350,000 Tons An- nually and Reaches Bil- lion Dimensions

The manufacture of rubber products, which in 1919 became a billion dollar industry in the United States alone, is consuming rubber at the annual rate of 350,000 tons.

To meet a tremendously cumulative demand there has been a great in-crease in the production of planta-tion rubber, as indicated by the fol-lowing figures, furnished by the Firestone Tire and Rubber Company, at Akron, Ohio:

Year	Plan-tation	Other sources	Total
1909	3,600	61,500	65,100
1910	3,300	61,300	64,600
1911	14,419	60,780	75,199
1912	27,410	59,524	86,934
1913	47,612	60,822	108,434
1914	71,380	49,600	120,980
1915	127,827	46,935	174,762
1916	183,689	48,948	232,637
1917	215,779	51,812	267,591
1918	255,950	40,439	296,389

Up to about eight years ago, as is

India, rubber production began to multiply rapidly and manufacturers could rely on a sure, stable supply. Although the source of supply is largely British, the center of the cul-tivated rubber supply being in Singa-pore, Straits Settlements, the United States is the nation manufacturing and consuming most of the world's supply of rubber to-day. More than 75 per cent of the rubber produced goes into tire equipment for motor vehicles.

#### Titus Joins With Renault

### Veteran Automobile Man Goes Over to Foreign Cars

Announcement is made by George B. Warner, general manager of the Renault factory branch here, that Fred-erick J. Titus has joined his staff as sales manager. Titus is a veteran in the automotive business in this coun-try.

The post-war line of Renault prod-ucts includes several models each of passenger cars, motor trucks, tractors, aeroplanes and aviation motors, marine motors, stationary engine sets, electri-cal automotive equipment, etc.

Titus will be remembered as an idol of the fans in the heyday of bicycle racing, when he long held champion-ship laurels. He was the first Ameri-can to win the world's hour record, which he attached in 1899. Among his

#### Five Makers Have Entered Glidden Tour

Entries for the 1920 tour for the Glidden Trophy under the auspices of the American Automobile Asso-ciation, which will be a run from New York to San Francisco next September, will not close until April 15. Thus far entries have actually been made by the Owen Magnetic Motor Car Corporation, Lexington Motor Company, Holmes Automobile Company, Saxon Motor Car Corporation and Tempair Motors Corporation. These are fully paid entries. It is likely that there will be a number of others before the closing date.

Either one or two cars may be started by each contestant, but not more than two cars.

#### Helpful Hints for Motor Car Operators

### Finding Squeaks, Scraping Car- bon and Painting the Radiators

Most every one knows the noise of a squeaky spring. Run your car over a smooth road which has a few small holes in it now and then. Drive over these holes at the rate of about fifteen miles an hour. If your car squeaks only when you go over the holes, and rides silent while on the smooth parts, you may be sure that your springs need oiling.

It has long been customary to clean gasoline engine cylinders with long-handled scraping tools, the cutting edges of which are hardened. In scrap-ing a cylinder in this manner it is important to have the piston in the uppermost position of its sweep, since otherwise the scraping tool is likely to slip into the bore of the cylinder and injure the smooth surface of the cylin-der wall.

In dressing up your old car for the coming summer's touring the cellular part of the radiator should be painted—not with the often-used aluminum paint, but with lamp black, which ra-diates heat more readily and does not assume the dead look which aluminum paint takes on after it has been heated for a number of times.

A very good radiator paint is made up by stirring about four ounces of lamp black in a mixture of three ounces of boiled linseed oil and one ounce of turpentine. A sprayer, such as often used for spraying body polish on the car, makes an excellent device for applying the radiator paint to the insides of the cells which cannot very well be reached by means of a brush.—From "American Motorist."

Lewis E. Gensler, formerly of 1834 Broadway, Eastern distributor of the Howe Fire and Rubber Company, also wholesaler and jobber of automobile ac-cessories, removed to his new building, 232 West Fifty-eighth Street.

#### Engs Makes Notable Purchase on Broadway

Russell L. Engs, metropolitan dis-tributor for Cole motor cars, has pur-chased for future occupancy the prop-erty at 1846-47 Broadway, adjoining the northwest corner of Sixtieth Street. The building is now under lease to Colt-Stratton Company, distributors for Dodge Brothers cars, and the Auto-mobile Dealers' Association. It is fa-mous as a restaurant, housing as it did, the initial venture of George Rec-tor and being occupied by Louis Mar-tin and Bustanoby.

The property was held at \$400,000. The sale was negotiated by Cross & Brown Company, who will manage the building for Mr. Engs.



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## Start the Season Right

**NOW**—at the beginning of the Spring motoring season, you will naturally have your car gone over carefully, and put in first class shape.

It is important that your car's storage battery be tested, and needed repairs properly made, if you are to get all the power, light and satisfaction that a storage battery should give you.

The demands of winter driving, or a period of idleness, may have affected your storage battery's vitality. A simple test will reveal its condition and may save you an expensive repair bill.

Summer means that a change in the generator charging rate may be necessary. We will tell you the correct generator charging rate for your car.

Whatever car you drive—whatever make of battery you have—come here for testing and distilled water, as often as you like.



If repairs are necessary,  
you will find our prices  
reasonable—always.

THE MOTORIST'S  
TREASURE CHEST OF SERVICE

#### SERVICE STATIONS

##### Metropolitan District Service Stations

##### BROOKLYN AND LONG ISLAND

Brooklyn—Perfection Storage Battery Co., Inc., 1088-87 Atlantic Ave.  
Far Rockaway—E. L. Westervelt, Inc., 1525 Central Ave.  
Flushing—Auto Electric Service Co., 102 Broadway.  
Freeport—Freeport Storage Battery Co., 155 Bedford St.  
Glen Cove—Glen Cove Battery Co., 29 School St.  
Hempstead—J. A. Manna, Main St.  
Huntington—Huntington Storage Bat-tery Company.  
Jamaica—Auto Electric Service Co., Hillside Ave.  
Farmingdale—Mutual Battery Service Co., 15 North Ocean Ave.  
Riverhead—Nelle H. Lamm, Peconic Avenue.

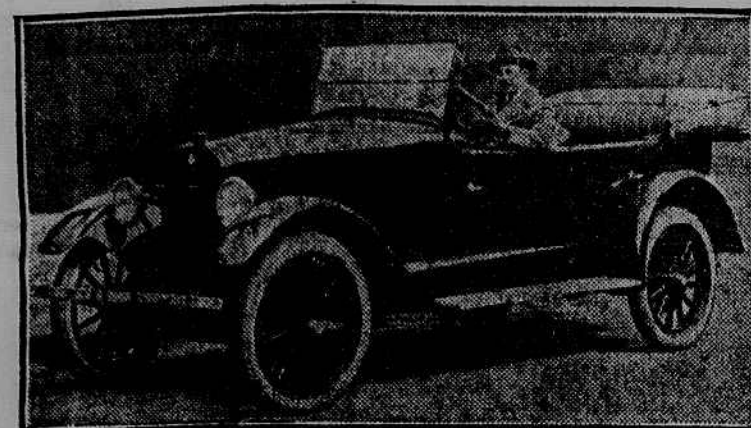
##### NEW YORK

Haverstraw—Taylor Garage, Inc., Maple Avenue.  
Newburgh—Jones & Todd Battery Co., Liberty Street and Broadway.  
New Rochelle—Storage Battery Ser-vice Co., 148 Main Street.  
NEW YORK CITY—Automotive Elec-tric Service Corp., 308 Amsterdam Ave.; 135 Division St.  
Peekskill—Lent & Burohetta Co., Inc., 1616 Main Street.  
Port Richmond—Schimmel's Battery Service Station, 939 Richmond Ave.  
Poughkeepsie—The Tiffany Diamond Garage, 95 Market Street.  
Yonkers—Neldich Electrical Co., Inc., 247 South Broadway.  
White Plains—Auto Electrical Equip-ment Co., 7 Spring St., op. Postoffice

##### NEW JERSEY

Elizabeth—Elizabeth Storage Battery Company, 238 Union Street.  
Hackensack—Wm. K. Sparrow, 204 Main Street.  
JERSEY CITY—Edward Blau, 622 Montgomery Street.  
NEWARK—United Auto Electric Ser-vice, Inc., 210 Central Avenue.  
Orange—Central Storage Battery & Radiator Company.  
West New York—Auto Storage Bat-tery Co., 4769 Hudson County Blvd.

### New Lines For New Chalmers

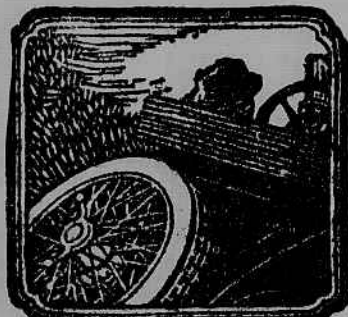


A more nearly rectangular radiator and lower lines mark the new Chalmers car, which has just been put on exhibition at the branch of the company on Columbus Circle. Harry J. DeBear, manager, is here seen at the wheel of the 1920 Chalmers.

seen by this table, there was little stability to the source of supply, be-cause the world was largely dependent on the gatherings of wild rubber from the jungle trees of Brazil, Mexico and the Congo. Then, thanks to the fore-sight of an English traveler who brought rubber tree seeds from South America and interested his government in experimenting with plantations in

competitors in those racing days were men now prominent in the automotive industry, such as Albert Champion, Herbert Githens, Arthur Lumsden and Henry Ford.

Titus's automobile career began in 1905, when he was Harry Haupt's right-hand man in marketing the once famous Thomas Flyer in the New York territory.



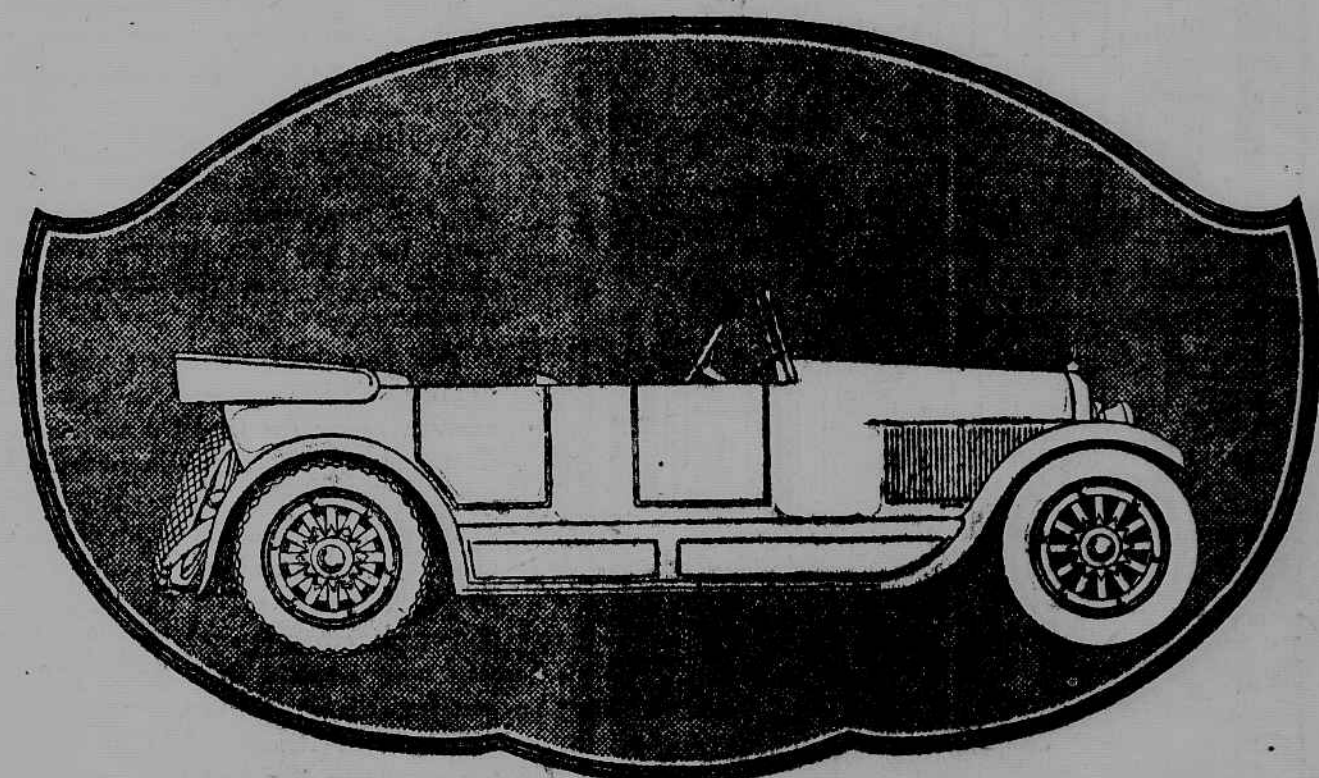
Best in the Long Run

**MANY A MAN** who would not buy a tire because it was *cheap* will buy an inner tube simply because it costs a dollar or two less. Yet the performance of the tire is often dependent upon the service rendered by the tube.

It is a wise economy to equip with Goodrich Red Inner Tubes in the first place.

# Goodrich Red INNER TUBES

The B.F. Goodrich Rubber Company, Akron, Ohio  
Makers of the Silvertown and Cord Tire



## The JORDAN Silhouette

SO wide-spread has been the appreciation of this Jordan that men and women voluntarily refer to it as "The American Ace of Light Cars."

Grace and color and line to a rare degree have lifted it out of the commonplace into the un-usual.

Comfort, and performance and reliability have made the Jordan the choice of men who know motor cars.

Here then, is a car high grade, light in weight, perfectly balanced and rattle-proof, that will honestly retain these char-acteristics.

It is quiet—as a car of charac-ter should be—and it carries with it an atmosphere which is in perfect keeping with that good taste in every detail which the name Jordan instantly sug-gests.

McCurdy-Brainard Co.  
1895 Broadway New York City



JORDAN MOTOR CAR COMPANY, Inc., Cleveland, Ohio